New York Adds \$21,774.400, Bringing Local Sales to \$297,449,800.

SUBSCRIPTIONS LAGGING!

Federal and City Officials Are Disappointed by Campaign's Progress.

Liberty bond sales to date in the United States have amounted to \$952,-938,550, a gain for the day of \$123,317,-150. New York district's total stands at \$297,449,300, a gain for the day of \$31,-

yesterday with the showing, as were oficials of the Liberty Loan Committee in New York. The loan is appreximately \$48,000,000 short of the billen dollars which had been expected by last night. The campaign, in other words, is two Afthe over and less than one-third of the \$3,000,000,000 minimum has been subscribed. Relatively the country districts are doing much better than the cities. The totals for each district and the percentage of the loan which has been taken thus far are reported as follows by



The encouraging thing about the New!

men, women and children have purchased Liberty bonds of the third issue in this district.

Rallies, parades and personal solicitation continued yesterday in New York as the methods for converting Liberty bonds into dollars to help win the war. The day's campaign on the whole was a successful one. James W. Gerard and Abrain I. Elikus, former Ambassadors to Germany and Turkey, pleaded with Americans to buy more Liberty bonds. Other prominent men and women spoke at other meetings held during the day.

The largest subscription was of \$5... e66,000, from the Bell Telephone Company for itself and employees. It will be distributed throughout the districts where the company operates. Motion picture producers, players and directors subscribed to \$787,000 worth of bonds in exactly twenty minutes at a meeting held at Loew's New York Theatre Roof. The Universal Film Cumpany took \$160,000; Carl Laemmle, \$15,000; William A. Brady, \$50,000 for himself and \$36,000 for his daughter. Jesse Lasky, \$56,000; Marcus Loew, \$50,000 in addition to what he had already subscribed: "Fatty" Arbuckle, \$50,000; L. J. Selznick, \$50,000. There are many smaller ones.

Bank subscriptions of more than

Record in This District. Yesterday's subscriptions to the loan in the New York district follow:

Brooklyn 25,616,500 Brooklyn 2517, 00 Queens 4,781,100 Richmond 1,78_900	103,000 12,300 256,500 30,100	1,605,200 2,231,650 418,200
N. Y. City 885,135,780	\$10,519,650	1.25,306,650
1-Buffeio \$42.606.500 2-Rochester	\$1,110,650 \$02,500	\$6,217,100 4,695,609
4- Binghamton 5.119.500	1,900,000 124,700	
L-Albany 24.091.000	2 900,550	
N. Y. C. 5411,500	221,270	2,175,400
- Pairfield Co . The Co. one Ct. West	3,517,000	29,362,650

Total out-mids N.V.C. \$222.874.760 \$11.354.750 \$40.147.650 Potal for \$500.000,000 \$22.774,400 \$297,440.500

Big Sobscriptions Veterday. Testerday's largest subscriptions fol-

ployees
Western Union Telegraph Co.
R. I. du Font de Nomours & Co.
(additional)
National Lead Co.
Feoples Trust Ch. of Brooklyn.
Mutual Chemical Co.
Claffin a. Inc.
August Reimont & Co.
August Reimont & Co.

MAY WE HELP YOU? USUALLY we advise you to invest in mortgages ertante Guarantee Com-

instead to put your money into the third Liberty Loan. You help yourselves best then you help your country. Our banking or investment departments will be glad to oder you their services in connection with this invest-

TITLE GUARANTEE AND TRUST CO

tomers
La Benedict & Ce
National Sugar Refining Co. of
New Jersey
J. H. Dunham & Co.
Williamsburg Savings Bank (additional)
Poreign Transport & Marcantile
Corn

Demands that the countries to which ther were formerly accredited as official representatives of the United States be-crussed by the military spower of the Allies, and that Americans should buy and Abram J. Elkus, former Ambassador to Turkey, in speeches in behalf of the loan at the Sub-Treasury. More than 10,000 people jammed the corner of Broad and Wall streets to hear the for-

men, women and children have pur-buy them at unfair prices. Mr. Straus chased Liberty bonds of the third issue said that he would put \$50,000 into the

Stage Stars at Work.

Bank subscriptions of more than \$550,000 in New York for the day were. New York Trust Company, \$1,408,900; Union Trust Company, \$1,000,000; Mechanics and Metals National, \$806,200; National Bank of Commerce, \$707,250; Irving National, \$684,200.

Union men of the East Side yesterday agreed to give up their nights to the Liberty Loan. Several thousand of them will start a house to house canvass tomight that is expected to reach every individual in the community. County Clerk William F. Schneider conducted a patriotic raily of county employees yesterday afternoon and sold several hundred dollars worth of bonds. Two office boys started the subscriptions with \$160 bond each. enlightenment and civilization to the Germans just as succor and relief are now being sent by America to the na-tions Germany has tried to destroy. "In supporting this war." he declared, "every man has the opportunity to do the great-est pervice that ever has been done to

Hungarians Subscribe.

The Hungarian colony in New York jumped into the campaign yesterday with an initial subscription of \$50,000. Twenty-five Hungarian organizations were represented at a meeting held yesterday afternoon. Arnold Somjo was named chairman of the committee, which Cos. N.Y. 17.666.260 1.318.950 4.589.00 Hungary in the New York district.

Word was received by the Liberty Loan Committee that the island of Cuba has been literally plastered with Liberty Loan posters, in English and in Spanish, and that more than \$500,000 has already been subscribed by Cubans to the loan.

Ray Morris, chairman of the Liberty Loan Committee for the first sub-district, an agricultural community, yesterday took up the cudge's against the charge 1000,000 took on the cudgels against the charge that New York farmers are not subscribing heartly to the third Liberty Loan, Mr. Morris declared that on the contrary the farmers are alive to the importance of the loan and that subscriptions thus far are exceeding expectations.

Canvassers of the Life Underwriters

Association of New Terk established the record of solling \$1,040,000 worth of Liberty bonds in the dewntown office district up to 1 o'clock yesterday. Nine hundred employees of the Mutual Life Insurance Company have piedged themselves to dispose of five bonds each. Five hundred agents of the Travelers Insurance Company have sold \$150,000 worth of bonds in the last few days.

Merristown, N. J., with a quote of \$2,165,560, is the first big town in north-cern New Jersey to "go over the top" in the third Liberty Loan drive. A celebration attended the raising of the town's honor flag there yesterday. The Liberty bell and Liberty coach, rolling New Yorkward, passed through Wamps-ville, Oneida and Rome yesterday. They are sitracting much attention everywhere and are leaving dozens of towns with quotas fully subscribed in their waks.

| Method |

where and are isaving dosens of towns with quotas fully subscribed in their wake.

Mane Meeting To-day.

To-day promises to be a full one for the campaign in New York. There will be a Liberty Loan mass meeting at the New York Marcantile Exchange at 10:36 o'clock this morning. It will be "song write:a' day" at the Sub-Treasury and Irving Berlin, Harry Von Timer, Harry Carroll, Gua Edwards and Louis Kutner will speak. The silk men, some 3.06 atrong, will close up shop to parade to Liberty Land at noon and there will be a raily at the Cotton Exchange after the market's close, at which Charles E. Mitchell will speak.

Several merdes of school children will be held within the next few days. Tomerrow at 1:36 o'clock 3.666 children from schools 123, 115 and 169 will march through the Washington Heights section to boost the loan. New York department stores will be asked to set aside their gross receipts for the last two days of the drive for investment in Liberty bonds. Hetel men report a total of \$1,560,000 aubscribed in their first week's work, with subscriptions as follows: Plana Hotel, \$240,000; Murray's, \$145,000; Lafaystte, \$25,000; Ritz-Carkon, \$25,000, and Sherry's, \$25,000.

The Democratic and Republican organizations of New York will unite forces for one night next week to put Wenner's dresses and wallen.

The Democratic and Republican organizations of New York will unite Underwear and hossery forces for one night next week to put over 1,000 Laberty Loan meetings. Every Upholstery, lace curtains were 1,000 Laberty Loan meetings Every district clubhouss will be used, and in addition there will be street meetings at every crowded centre. District lenders will be in personal charge of the meetings in their balliwicks and they will assign their election district captains to handle the meetings.

Theatrical profession.

Theatrical profession.

New York's subscription of \$21.774.489

If or the day and its total of \$257.48.289

For the drive is not entirely actifactory to the Liberty Loan Committee. In fact not all the Loan Committee. In fact not all the Loan Committee. In fact not entirely actifactory to the Liberty Loan Committee. In fact not entirely actifactory to the Liberty Loan Committee of the Loan In the New York district. A special meeting of the Liberty Loan Committee is to be held this mersing in the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing of the Liberty Loan Committee is to be held this mersing the country are reporting that American Page of the Liberty Loan Committee is to be held this mersing the country are reporting that American Page of the Liberty Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing that Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing that the country are reporting that American Page with the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Committee is to be held this mersing the Loan Com

front of the church that day.

The eighty-one trades of the Rainbow Division have been divided into three classifications. Class A is composed of tion bound for downtown had to seek classifications. Class A is composed of industries that are expected to raise \$10,000,000 or more for the loan. The insurance committee leads this class with a total of \$39,400,000. Class B, in which are industries expected to contribute between \$2,000,000 and \$10,000,000, is led by the theatrical profession committee with a total of \$3,410,000. Class C includes the industries whose totals are expected to run up to \$2,000.

A Hot, Cold, Wet and Dry-

weather Car for Five People

THE type you will eventually buy, because it is practical. A low priced car with high

design and appointments.

You Must Have Economy

You Must Have Power

You Must Have Durability

You Must Have Service

1672 Broadway, at 52d St.

The

Sensible

it is practical. A low priced car with high priced mechanical features, and exclusive body

The "SENSIBLE SIX" is the most economical

The "SENSIBLE SIX" has more power in propor-

tion to its weight then any car selling below \$3,500.

The performance of the "SENSIBLE SIX" in the hands of thousands of owners speaks for itself. ASK

We are fully equipped in this respect, and EFFI-CIENT EVERYWHERE.

Only one chassis, Eight different body types.

Prices \$1.150 to \$1.920 delivered in New York

Sidney B. Bowman Automobile Co.

Service Building. 225-231 West 49th Street

Salesroom: Telephone Circle 261

Dakland

"Six" in existence. Let us prove it to you.

BOOTH SALES ADD \$1,857,750 TO LOAN

list with bond sales of \$118,656.

By booths the sales were as follows:
Asser Mote!

Angunia (Soc for Ethical Culture)

Boliment Hetel (National Special
Aid)

Bristol Hotel 1.066

Brevoort 4.100

Biltmore 25,259

Boaux Arts (N. Y. Council
Jewish Women) 5,000

Churchill's 8,556

Churchill's 15,506

Hodley's 11,500

Imperbal Hotel 5,568

Total Ten Times That of Last

Bond Campaign Is

Reported.

A total of \$1,857,750 worth of Liberty bonds were sold in the booths centered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an extered about the city during the first week of the campaign, according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to an exterior was a constant of the campaign according to a constant of the campaign according to the campaign accordi

seattered about the city during the first
week of the campaign, according to an
announcement made last night by Miss
Louise Dixen, in general charge of booth
sales. This is ten times greater than
the booth sales in the last loan drive.
The Mayor's Committee of Women, with
a booth in City Hall Park, tends the
list with bond miss of \$118,656.

By booths the sales were as follows:
Asser Metel . \$11,250
Angunia (Sec. for Ethical Culture) \$5,799
Belimont Hetel (National Special
Aid) 25,556
Bristel Hotel . \$100
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N. Y. School of Fine Aris Happen Inn Worth De Witt Clinton High School Lenox Avenue Univarian Club 141 Breadway

the Curtiss plant noticed steam es 25.030 steam will continue throad hot allowers 5.000 be used to give the soldiers hot allowers 5.000 The men will have the showers by Sum . \$1,887,750 day.

"HI HITCHCOCK TO SEND

AID TO CAPTIVE SON

Return of Liberty Motor From

Mineola Is Postponed.

Field No. 1 of the Mineola aviation camp, heard yesterday that his son was

a prisoner in Saarbrucke, Germany, he

is making arrangements with the Red Cross, Y. M. C. A. and Lord Howe to

have clothing, provisions and other

things sent not only to his son but also

to those with him in the same prison,

Major Ray S. Brown, who flew here

plane driven by a Liberty motor, did not

return yesterday as planned and his

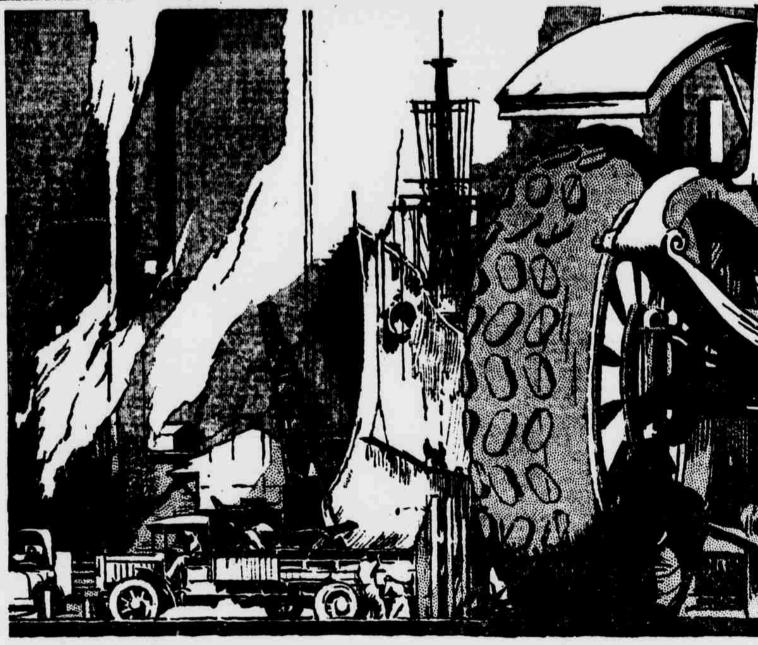
trip has been postponed for a few days.

Gen. C. I. Martin, in command of the

troops at Camp Mills, has selected the

open plain beside the Mincola Far-Grounds and the plain south of the

Meadow Brook Hunt Club for a dr



berty Bonds are the real weapons for Victory

We have made a start on the long hard road to Victory.

Our men are fighting at the front in France.

Our American industries have accomplished prodigious results in building up a war machine to furnish munitions and supplies.

But we have only begun.

We must do more and more.

This is not a war of armies but of nations in which every citizen must do his part.

Every worker in our industries is truly fighting in this war. Every man, woman and child who gives of substance and savings is adding to the national power.

The foundation of all our vast war-making machine is the Liberty Loan.

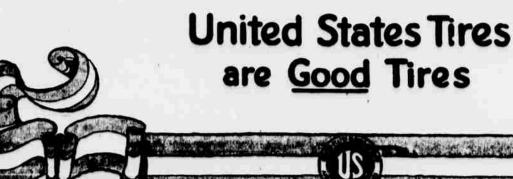
Money is needed to build more and more ships; to furnish food and guns and powder and transport and airplanes; to raise and equip new armies.

We must oversubscribe this Third Liberty Loan and do it quickly.

We must show the courage that is in us.

We must show a cheerful willingness to make sacrifices for our boys in the trenches.

Buy Liberty Bonds Now





The

Efficiency

Car

New York City.